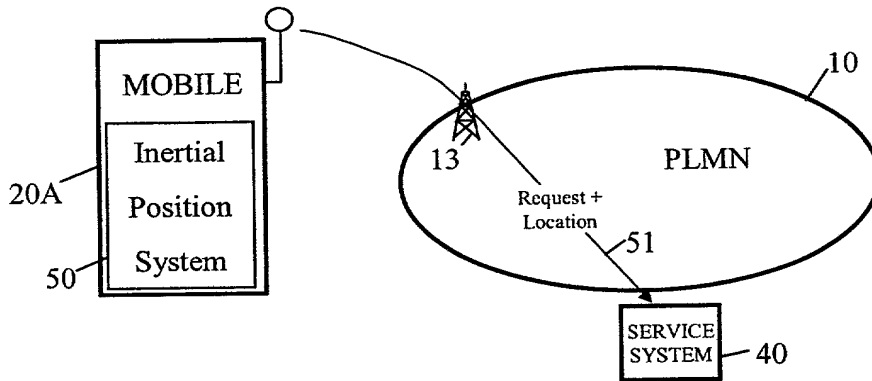
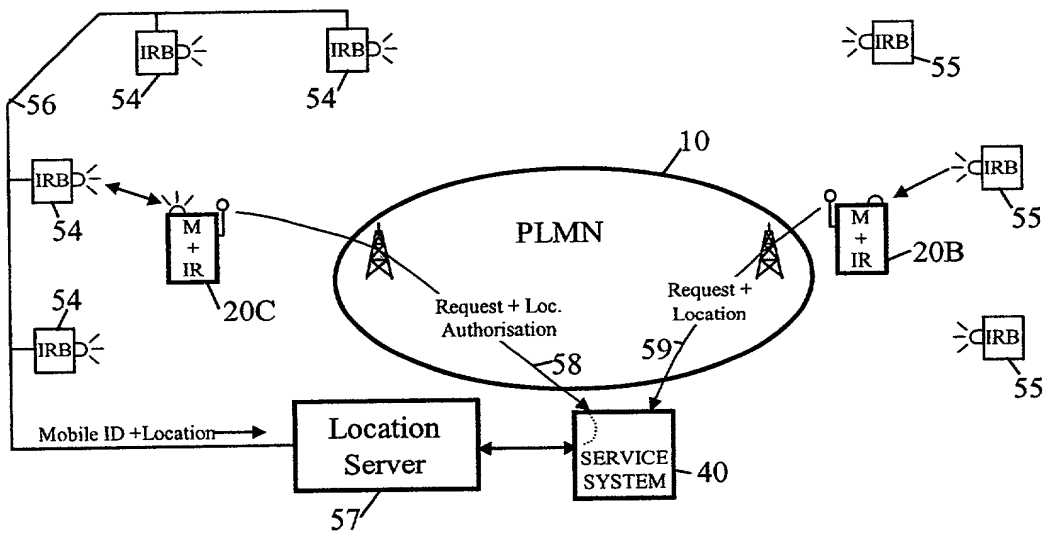


**Figure 1**  
(Prior Art)

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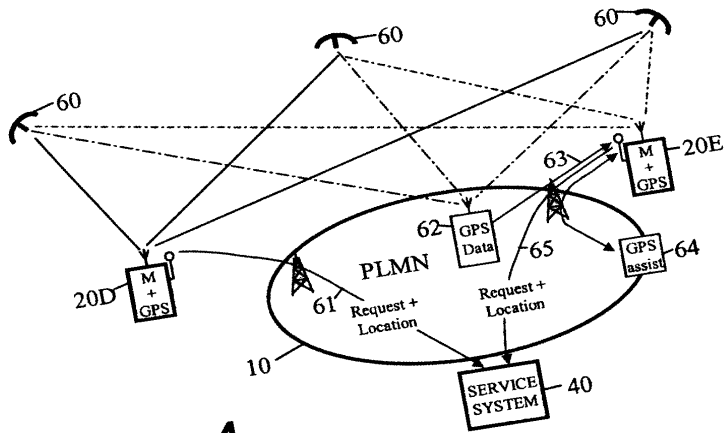


**Figure 2**  
(Prior Art)

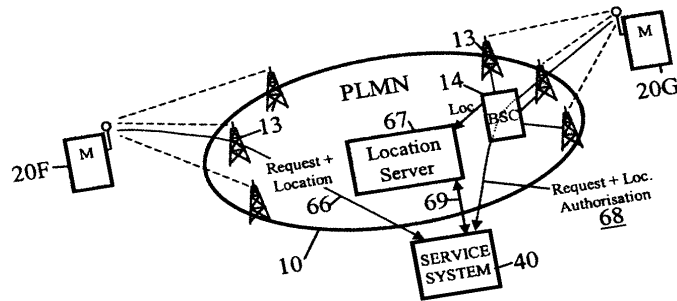


**Figure 3**  
(Prior Art)

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**Figure 4**  
(Prior Art)



**Figure 5**  
(Prior Art)

# Figure 6

Figure 6 is a block diagram illustrating a mobile shopping assistance system architecture. The system is divided into three main sections: Mobile Entity, PLMN (Public Land Mobile Network), and Internet/Service components.

**Mobile Entity (20):** This section includes a Radio subsystem (22) with a Phone (23) and Data I/F (24). It also includes a Shopping Aid Sub-System (27) with a Shopping Application (25), Task I/F (29), Viewing I/F (28), and Capture Transducer (90). The Mobile Entity is connected to the PLMN via a Cellular radio (10).

**PLMN (67):** This section includes a BSS (11) with BTS (13) and BSC (14). It also includes a GPRS Network (17) with SGSN (18) and GGSN (19). The PLMN is connected to the Internet (39) via a WAP Gateway (35).

**Internet (39):** This section connects the PLMN to the Service components (40) via a Web I/F (41).

**Service components (40):** This section includes a User Profile (43), Loc. to Business (45), Data Store (49), and a SHOPPING ASSISTANCE SERVICE (40). The SHOPPING ASSISTANCE SERVICE (40) includes a Prelim Proc. (71), EXECUTE (72), DISPATCH (73), Interpret (74), and Retrieve (75) modules. The Service components are connected to the Internet (39) via a Web I/F (41).

**Other components:** The system also includes Remote Shopping Information (47), Brochures & Other Data (48), Local Shopping Information (46), and Task Scripts (44) including Price comparison task, Store-to-catalogue task, and Present-catalogue task. A Home PC (79) is shown connected to the system.

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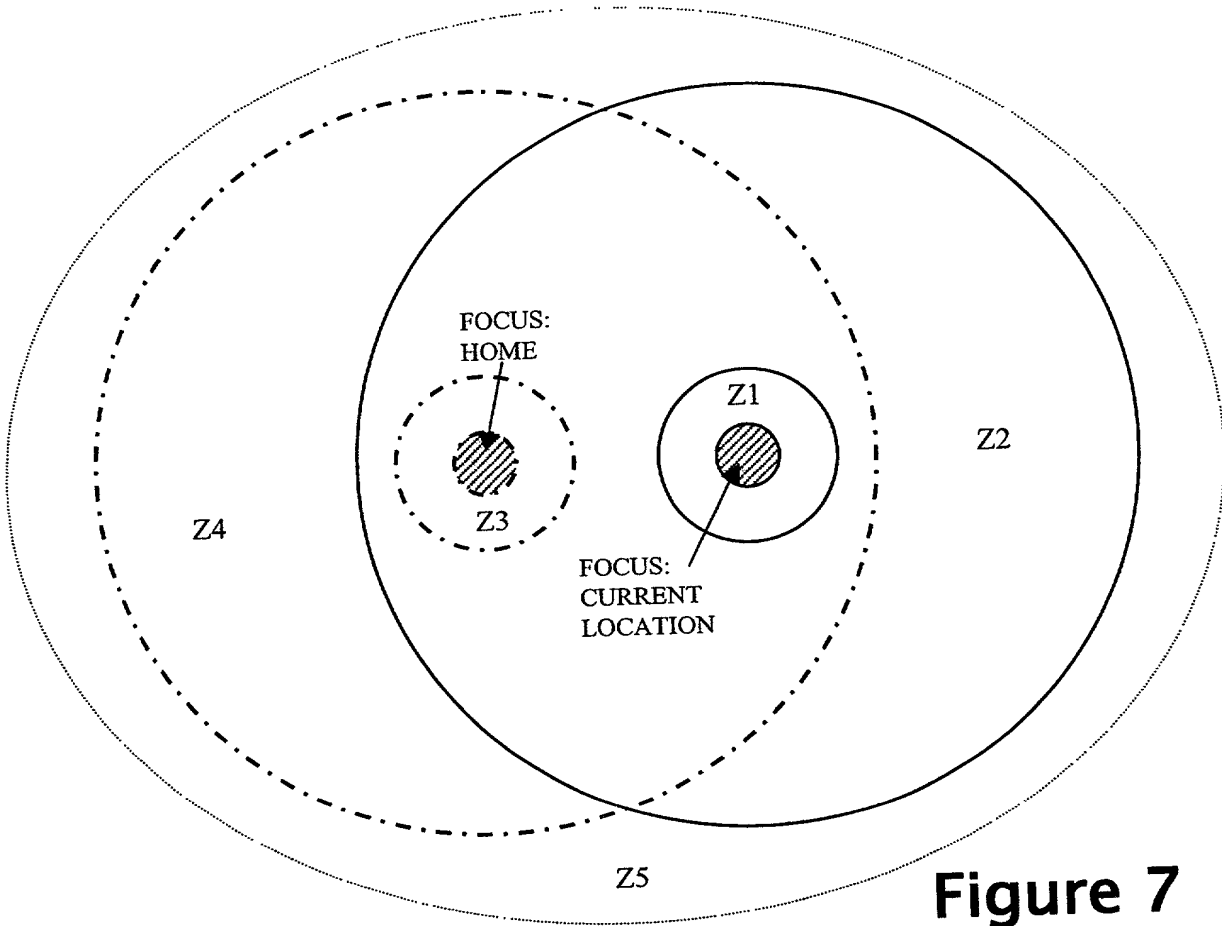


Figure 7

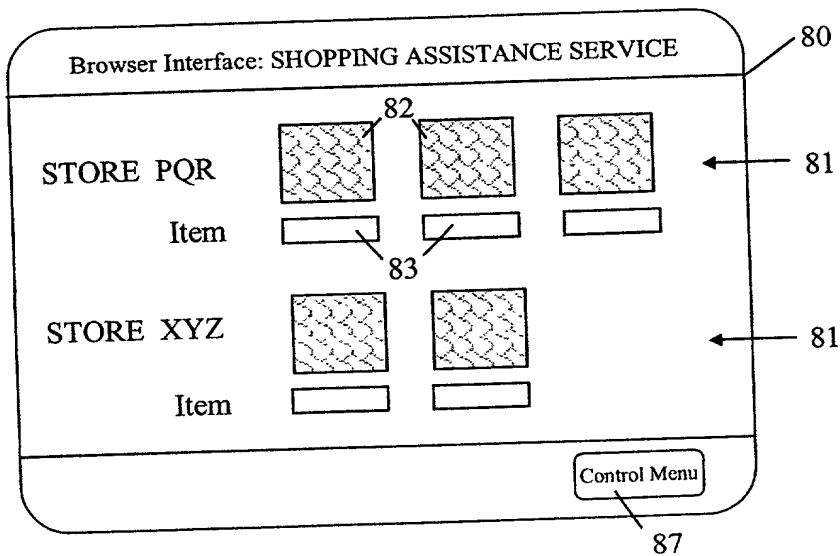


Figure 8

